

# CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**Mentzer Media Services**  
**600 Fairmont Avenue**  
**Suite 306**  
**Towson, MD 21286**

|   |   |  |
|---|---|--|
| <u>Contract / Revision</u><br>356818 /              |   | <u>Alt Order #</u><br>06854101                         |
| <u>Product</u><br><b>Anti-Baldwin</b>               |   |  |
| <u>Contract Dates</u><br><b>09/20/12 - 09/29/12</b> |   | <u>Estimate #</u><br><b>2049</b>                       |
| <u>Advertiser</u><br><b>US Chamber of Commerce</b>  |   | <u>Original Date / Revision</u><br>09/19/12 / 09/20/12 |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast        | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>WTMJ</b>                       | <u>Account Executive</u><br>Anjanette Brady | <u>Sales Office</u><br>Petty-Philadelph                |
| <u>Special Handling</u>                             |   |  |
| <u>Demographic</u><br>Households                    |   |  |
| <u>IDB#</u><br>1021                                 | <u>Advertiser Code</u>                      | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                                   |   | <u>Advertiser Ref</u>                                  |

| *Line | Ch          | Start Date        | End Date           | Description                  | Start/End Time        | Days            | Length        | Spots/<br>Week    | Rate                | Type        | Spots | Amount     |
|-------|-------------|-------------------|--------------------|------------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|------------|
| N 1   | WTMJ        | 09/21/12          | 09/21/12           | Today Show M-F               | 7a-9a                 |                 | :30           |                   |                     | NM          | 1     | \$500.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ----F--                      |                       |                 |               | 1                 | \$500.00            |             |       |            |
| N 2   | WTMJ        | 09/21/12          | 09/21/12           | Noon News Rotation           | 12n-1p                |                 | :30           |                   |                     | NM          | 1     | \$300.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ----F--                      |                       |                 |               | 1                 | \$300.00            |             |       |            |
| N 3   | WTMJ        | 09/21/12          | 09/21/12           | Live at 4:30 News            | 430p-5p               |                 | :30           |                   |                     | NM          | 1     | \$500.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ----F--                      |                       |                 |               | 1                 | \$500.00            |             |       |            |
| N 4   | WTMJ        | 09/20/12          | 09/21/12           | Live at 5 News               | 5p-530p               |                 | :30           |                   |                     | NM          | 2     | \$2,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ---TF--                      |                       |                 |               | 2                 | \$1,000.00          |             |       |            |
| N 5   | WTMJ        | 09/20/12          | 09/21/12           | Live at 6 News               | 6-630p                |                 | :30           |                   |                     | NM          | 2     | \$2,200.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ---TF--                      |                       |                 |               | 2                 | \$1,100.00          |             |       |            |
| N 6   | WTMJ        | 09/20/12          | 09/21/12           | Access Hollywood             | 630p-7p               |                 | :30           |                   |                     | NM          | 2     | \$1,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ---TF--                      |                       |                 |               | 2                 | \$500.00            |             |       |            |
| N 7   | WTMJ        | 09/20/12          | 09/21/12           | Live at 10pm M-F             | 10p-1035p             |                 | :30           |                   |                     | NM          | 2     | \$3,600.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ---TF--                      |                       |                 |               | 2                 | \$1,800.00          |             |       |            |
| N 8   | WTMJ        | 09/20/12          | 09/21/12           | Tonight Show                 | 1035p-1137p           |                 | :30           |                   |                     | NM          | 2     | \$1,500.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | ---TF--                      |                       |                 |               | 2                 | \$750.00            |             |       |            |
| N 9   | WTMJ        | 09/22/12          | 09/22/12           | Today Show Saturday          | 6a-8a                 |                 | :30           |                   |                     | NM          | 1     | \$300.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |             | 09/17/12          | 09/23/12           | -----S-                      |                       |                 |               | 1                 | \$300.00            |             |       |            |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u>  | <u>Description</u>           | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |            |
|       | 1           | WTMJ              | 09/17/12-09/23/12  | Today Show Saturday          | 6a-8a                 | -----Sa--       | :30           |                   | <del>\$300.00</del> | NM          |       |            |
|       |             |                   | See MG 9.2         |                              |                       |                 |               |                   |                     |             |       |            |
|       | 2           | WTMJ              | 09/29/12-09/29/12  | Today Show Saturday          | 6a-8a                 | -----Sa--       | :30           |                   | \$300.00            | NM          |       |            |
|       |             |                   | Ⓜ MG for 9.1 09/22 |                              |                       |                 |               |                   |                     |             |       |            |
| N 10  | WTMJ        | 09/22/12          | 09/22/12           | Live at Daybreak-Sat. 8a-10a | 8am-10am              |                 | :30           |                   |                     | NM          | 3     | \$1,050.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract / Revision</u><br>356818 /              |                                | <u>Alt Order #</u><br>06854101                         |
| <u>Contract Dates</u><br><b>09/20/12 - 09/29/12</b> | <u>Product</u><br>Anti-Baldwin | <u>Estimate #</u><br><b>2049</b>                       |
| <u>Advertiser</u><br><b>US Chamber of Commere</b>   |                                | <u>Original Date / Revision</u><br>09/19/12 / 09/20/12 |

| *Line | Ch                 | Start Date        | End Date          | Description                  | Start/End Time        | Days            | Length        | Spots/<br>Week    | Rate                | Type        | Spots | Amount     |
|-------|--------------------|-------------------|-------------------|------------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|------------|
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/17/12          | 09/23/12          | -----S-                      |                       |                 |               | 2                 | \$350.00            |             |       |            |
|       | <u>Spot</u>        | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>           | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |            |
|       | 2                  | WTMJ              | 09/17/12-09/23/12 | Live at Daybreak-Sat. 8a-10a | 8am-10am              | -----Sa--       | :30           |                   | <del>\$350.00</del> | NM          |       |            |
|       | See MG 10.3,10.4   |                   |                   |                              |                       |                 |               |                   |                     |             |       |            |
|       | 3                  | WTMJ              | 09/29/12-09/29/12 | Live at Daybreak-Sat. 8a-10a | 8am-10am              | -----Sa--       | :30           |                   | \$350.00            | NM          |       |            |
|       | Ⓜ MG for 25.1,10.2 |                   |                   |                              |                       |                 |               |                   |                     |             |       |            |
|       | 4                  | WTMJ              | 09/29/12-09/29/12 | Live at Daybreak-Sat. 8a-10a | 8am-10am              | -----Sa--       | :30           |                   | \$350.00            | NM          |       |            |
|       | Ⓜ MG for 25.1,10.2 |                   |                   |                              |                       |                 |               |                   |                     |             |       |            |
| N 11  | WTMJ               | 09/23/12          | 09/23/12          | Live at Daybreak-Sun. 6a-7a  | 6am-7am               |                 | :30           |                   |                     | NM          | 1     | \$300.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/17/12          | 09/23/12          | -----S                       |                       |                 |               | 1                 | \$300.00            |             |       |            |
| N 12  | WTMJ               | 09/23/12          | 09/23/12          | Today Show Sunday            | 7a-8a                 |                 | :30           |                   |                     | NM          | 1     | \$400.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/17/12          | 09/23/12          | -----S                       |                       |                 |               | 1                 | \$400.00            |             |       |            |
| N 13  | WTMJ               | 09/23/12          | 09/23/12          | Live at Daybreak-Sun. 8a-9a  | 8am-9am               |                 | :30           |                   |                     | NM          | 1     | \$350.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/17/12          | 09/23/12          | -----S                       |                       |                 |               | 1                 | \$350.00            |             |       |            |
| N 14  | WTMJ               | 09/23/12          | 09/23/12          | Meet the Press               | 9am-10am              |                 | :30           |                   |                     | NM          | 1     | \$600.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/17/12          | 09/23/12          | -----S                       |                       |                 |               | 1                 | \$600.00            |             |       |            |
| N 15  | WTMJ               | 09/23/12          | 09/23/12          | Live at 5 Sunday             | 5p-530p               |                 | :30           |                   |                     | NM          | 1     | \$650.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/17/12          | 09/23/12          | -----S                       |                       |                 |               | 1                 | \$650.00            |             |       |            |
| N 16  | WTMJ               | 09/24/12          | 09/28/12          | Today Show M-F               | 7a-9a                 |                 | :30           |                   |                     | NM          | 5     | \$2,500.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$500.00            |             |       |            |
| N 17  | WTMJ               | 09/24/12          | 09/28/12          | Noon News Rotation           | 12n-1p                |                 | :30           |                   |                     | NM          | 5     | \$1,500.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$300.00            |             |       |            |
| N 18  | WTMJ               | 09/24/12          | 09/28/12          | Live at 4:30 News            | 430p-5p               |                 | :30           |                   |                     | NM          | 5     | \$2,500.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$500.00            |             |       |            |
| N 19  | WTMJ               | 09/24/12          | 09/28/12          | Live at 5 News               | 5p-530p               |                 | :30           |                   |                     | NM          | 5     | \$5,000.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$1,000.00          |             |       |            |
| N 20  | WTMJ               | 09/24/12          | 09/28/12          | Live at 6 News               | 6-630p                |                 | :30           |                   |                     | NM          | 5     | \$5,500.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$1,100.00          |             |       |            |
| N 21  | WTMJ               | 09/24/12          | 09/28/12          | Access Hollywood             | 630p-7p               |                 | :30           |                   |                     | NM          | 5     | \$2,500.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$500.00            |             |       |            |
| N 22  | WTMJ               | 09/24/12          | 09/28/12          | Live at 10pm M-F             | 10p-1035p             |                 | :30           |                   |                     | NM          | 5     | \$9,000.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$1,800.00          |             |       |            |
| N 23  | WTMJ               | 09/24/12          | 09/28/12          | Tonight Show                 | 1035p-1137p           |                 | :30           |                   |                     | NM          | 5     | \$3,750.00 |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/24/12          | 09/30/12          | MTWTF--                      |                       |                 |               | 5                 | \$750.00            |             |       |            |
| N 24  | WTMJ               | 09/22/12          | 09/22/12          | Today Show Saturday          | 6a-8a                 |                 | :30           |                   |                     | NM          | 1     | \$300.00   |
|       |                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                    | 09/17/12          | 09/23/12          | -----S-                      |                       |                 |               | 1                 | \$300.00            |             |       |            |

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 356818 /            | 06854101    |

| Contract Dates      | Product      | Estimate # |
|---------------------|--------------|------------|
| 09/20/12 - 09/29/12 | Anti-Baldwin | 2049       |

| Advertiser            | Original Date / Revision |
|-----------------------|--------------------------|
| US Chamber of Commere | 09/19/12 / 09/20/12      |

| *Line            | Ch          | Start Date        | End Date          | Description                  | Start/End Time        | Days            | Length        | Spots/<br>Week    | Rate                | Type        | Spots | Amount      |
|------------------|-------------|-------------------|-------------------|------------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|-------------|
|                  |             |                   |                   |                              |                       |                 |               |                   |                     |             |       |             |
|                  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| N 25             | WTMJ        | 09/22/12          | 09/22/12          | Live at Daybreak-Sat. 8a-10a | 8am-10am              |                 | :30           |                   |                     | NM          | 1     | \$350.00    |
|                  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week:            |             | 09/17/12          | 09/23/12          | -----S-                      |                       |                 |               | 2                 | \$350.00            |             |       |             |
|                  |             |                   |                   |                              |                       |                 |               |                   |                     |             |       |             |
|                  | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>           | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |             |
|                  | 1           | WTMJ              | 09/17/12-09/23/12 | Live at Daybreak-Sat. 8a-10a | 8am-10am              | -----Sa--       | :30           |                   | <del>\$350.00</del> | NM          |       |             |
| See MG 10.3,10.4 |             |                   |                   |                              |                       |                 |               |                   |                     |             |       |             |
| N 26             | WTMJ        | 09/29/12          | 09/29/12          | Live at 10pm Saturday        | 10p-1030p             |                 | :30           |                   |                     | NM          | 1     | \$1,800.00  |
|                  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>              |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |             |
| Week:            |             | 09/24/12          | 09/30/12          | -----S-                      |                       |                 |               | 1                 | \$1,800.00          |             |       |             |
|                  |             |                   |                   |                              |                       |                 |               |                   |                     |             |       |             |
| Totals           |             |                   |                   |                              |                       |                 |               |                   |                     |             | 65    | \$49,950.00 |

| Time Period        | # of Spots | Gross Amount       | Net Amount         |
|--------------------|------------|--------------------|--------------------|
| 08/27/12 -09/29/12 | 65         | \$49,950.00        | \$42,457.50        |
| <b>Totals</b>      | <b>65</b>  | <b>\$49,950.00</b> | <b>\$42,457.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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